

INTERCOLLEGIATE BROADCASTING SYSTEM

To: Station Managers cc: Executives, Staff
Regional Reps.
From: George I. McKelvey
Subject: National Advertising Representative

Date: Feb. 21, 1950
Dept: Business
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It has come to our attention that at least one firm of Advertising Sales Representatives is soliciting certain of the IBS stations with the hope of representing them for national advertising. We wish to caution all stations not to make any commitments until the question is thoroughly explored by IBS.

The national advertising situation is constantly being surveyed by IBS with the intent of returning actively to this field as soon as it can be done on a practicable basis. The greatest advantage will accrue to the stations if all the stations in IBS can be represented as a market block as has been the case in the past.

If any stations receiving such solicitations from advertising sales representatives will communicate the details of that solicitation to IBS Business Manager, George I. McKelvey, Todd Union, University of Rochester, Rochester 3, N.Y., IBS will investigate the qualifications of the concerns in question with the hope that a new national advertising representative may be contracted with for the System.

